

What is Claimed is:

1. A digital broadcasting receiving device with an advertising information outputting function, comprising:

a receiver for receiving a digital broadcasting wave;

video/audio output means for outputting at least one of video and audio;

means for taking out advertising information and advertising area information which are carried on the digital broadcasting wave;

means for outputting information related to the current position;

selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and

a controller for feeding the selected advertising information to said video/audio output means at predetermined timing.

2. A digital broadcasting receiving device with an advertising information outputting function, comprising:

a first receiver for receiving a digital broadcasting wave;

video/audio output means for outputting at least one of video and audio;

means for taking out advertising information and advertising area information which are carried on the digital broadcasting wave;

a second receiver for receiving a transmission wave on which information required to specify the current position is carried;

means for outputting information related to the current position on the basis of the information carried on said transmission wave;

selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and

a controller for feeding the selected advertising information to said video/audio output means at predetermined timing.

3. In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, comprising

a memory storing the advertising information and the advertising area information which are taken out of

the digital broadcasting wave,

      said selection means being constructed such that  
the advertising information stored in said memory can be  
selected by the contrast between the information related  
to the current position and the advertising area  
information.

4. In the digital broadcasting receiving device  
with an advertising information outputting function  
according to claim 2, a digital broadcasting receiving  
device with an advertising information outputting  
function, comprising

      a memory storing the advertising information and  
the advertising area information which are taken out of  
the digital broadcasting wave,

      said selection means being constructed such that  
the advertising information stored in said memory can be  
selected by the contrast between the information related  
to the current position and the advertising area  
information.

5. A digital broadcasting receiving device with an  
advertising information outputting function,  
comprising:

      a first receiver for receiving a digital  
broadcasting wave;  
      video/audio output means for outputting at least

one of video and audio;

a memory storing advertising information and advertising area information;

a second receiver for receiving a transmission wave on which information required to specify the current position is carried;

means for outputting information related to the current position on the basis of the information carried on said transmission wave;

selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and

a controller for feeding the selected advertising information to said video/audio output means at predetermined timing.

6. In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, comprising

judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

said controller being so constructed as to feed to

said video/audio output means the advertising information selected when said judgment means judges that they are a commercial.

    7. In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, comprising

        judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

        said controller being so constructed as to feed to said video/audio output means the advertising information selected when said judgment means judges that they are a commercial.

    8. In the digital broadcasting receiving device with an advertising information outputting function according to claim 3, a digital broadcasting receiving device with an advertising information outputting function, comprising

        judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

        said controller being so constructed as to feed to said video/audio output means the advertising

information selected when said judgment means judges that they are a commercial.

9. In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, comprising

judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

said controller being so constructed as to feed to said video/audio output means the advertising information selected when said judgment means judges that they are a commercial.

10. In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, comprising

judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

said controller being so constructed as to feed to said video/audio output means the advertising information selected when said judgment means judges

that they are a commercial.

11. In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means simultaneously with the selection.

12. In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means simultaneously with the selection.

13. In the digital broadcasting receiving device with an advertising information outputting function according to claim 3, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the

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advertising information selected in said selection means to said video/audio output means simultaneously with the selection.

14. In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, wherein

    said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means simultaneously with the selection.

15. In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, wherein

    said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means simultaneously with the selection.

16. In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting

function, wherein

    said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

17. In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, wherein

    said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

18. In the digital broadcasting receiving device with an advertising information outputting function according to claim 3, a digital broadcasting receiving device with an advertising information outputting function, wherein

    said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising

information is received.

19. In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

20. In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

21. In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting

function, comprising

message output means for outputting a message  
saying that the advertising information exists,  
said controller is so constructed as to feed the  
advertising information selected when an advertising  
output operation is performed by a user to said  
video/audio output means.

22. In the digital broadcasting receiving device  
with an advertising information outputting function  
according to claim 2, a digital broadcasting receiving  
device with an advertising information outputting  
function, comprising

message output means for outputting a message  
saying that the advertising information exists,  
said controller is so constructed as to feed the  
advertising information selected when an advertising  
output operation is performed by a user to said  
video/audio output means.

23. In the digital broadcasting receiving device  
with an advertising information outputting function  
according to claim 3, a digital broadcasting receiving  
device with an advertising information outputting  
function, comprising

message output means for outputting a message  
saying that the advertising information exists,

said controller is so constructed as to feed the advertising information selected when an advertising output operation is performed by a user to said video/audio output means.

24. In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message  
saying that the advertising information exists,

said controller is so constructed as to feed the advertising information selected when an advertising output operation is performed by a user to said video/audio output means.

25. In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message  
saying that the advertising information exists,

said controller is so constructed as to feed the advertising information selected when an advertising output operation is performed by a user to said

video/audio output means.